

GB Day Visits 2013/14
December 2013 - February 2014
GB & England



Day Visits: Definitions

- Respondents were asked to provide details of their participation, during the previous week, in a list of leisure activities. Any participation in a listed activity, outside of the respondent's home but in any place within the UK is considered to be a **Leisure Day Visit**.
- Respondents provided information on the volume of Leisure Day Visits taken and full details of any Leisure Day Visits lasting 3 hours or more. Where the details of these visits are reported they are described as **3+ hour Leisure Day Visits**.
- The main focus of this study is on **Tourism Day Visits**, which are a further subset of 3+ hour Leisure Day Visits defined as follows:
 - **Activities** - involving participation in one or more of the pre-listed activities;
 - **Duration** - lasting at least 3 hours, including time spent travelling to the destination;
 - **Regularity** - the participant indicates that the visit (i.e. same activity in same place) is not undertaken 'very regularly';
 - **Place** - the destination of the visit is different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination is in a different place from the workplace. This rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events.
- For more information on these definitions please see:
http://www.visitengland.org/Images/GBDVS_Summary_Annual_Report_FV_-_outlier_amendments_made_-_30_April_2012_tcm30-31621.pdf

Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to February 2014 declined by 8% when compared with the same period last year, falling from 375 million to 346 million.
- The value of those visits also decreased during the same period, down from £12.0 billion to £11.3 billion (a decrease of 6%).
- There was a similar decline in volume of day visits in England, while the fall in value of English visits fell by 3%.

Tourism Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2012/13	2013/14	% +/-	2012/13	2013/14	% +/-
Dec '13 – Feb '14						
GB	375	346	-8%	12,013	11,289	-6%
England	322	301	-7%	10,015	9,710	-3%



Base sizes:

GB: Dec-Feb 2013/14 (4,196)

England: Dec-Feb 2013/14 (3,177)

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3+ hour Day Visits Summary

- Looking at 3+ hour day visits in Great Britain, the volume of visits fell during December 2013 - February 2014 versus December 2012 - February 2013, with both volume and spend down by 6%.
- A similar decline was seen for England 3+ hour day visits, while the spend fell at a slightly slower rate of 2%.

3+ Hour Day Visits GB & England

	Volume of Visits (millions)			Value of Visits (£millions)		
	2012/13	2013/14	% +/-	2012/13	2013/14	% +/-
Dec '13 – Feb '14						
GB	645	606	-6%	17,132	16,069	-6%
England	549	518	-6%	13,952	13,717	-2%



Base sizes:

GB: Dec-Feb 2013/14 (7,301)

England: Dec-Feb 2013/14 (5,301)

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